

<i>SERFF Tracking Number:</i>	<i>PHYS-126702597</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>46140</i>
<i>Company Tracking Number:</i>	<i>PMA3455AR-0810</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PMA3455AR-0810/PMA3455AR-0810</i>		

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup

SERFF Tr Num: PHYS-126702597 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 46140

Sub-TOI: MS09.000 Medicare Supplement  
Other 2010

Co Tr Num: PMA3455AR-0810

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara  
Magee-Garcia

Reviewer(s): Stephanie Fowler

Disposition Date: 07/16/2010

Date Submitted: 07/06/2010

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: PMA3455AR-0810

Status of Filing in Domicile: Pending

Project Number: PMA3455AR-0810

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 07/16/2010

Explanation for Other Group Market Type:

State Status Changed: 07/16/2010

Deemer Date:

Created By: Sonya Dickey

Submitted By: Sonya Dickey

Corresponding Filing Tracking Number:

Filing Description:

RE: Medicare Supplement Insurance Advertisement

Institutional Invitation to Inquire: Letter - PMA3455AR-0810 and Reply Card - PMA3455AA-0810

Attached are copies of the above referenced material for your review. This material will be used by licensed agents in your state to create an interest for the "Guide to Health Insurance for People with Medicare" and our following Policies:

Policies Medicare Supplement Plans Approval Dates

P020AR A 8-12-09

P025AR F 8-12-09

SERFF Tracking Number: PHYS-126702597 State: Arkansas  
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 46140  
Company Tracking Number: PMA3455AR-0810  
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010  
Product Name: Med Sup  
Project Name/Number: PMA3455AR-0810/PMA3455AR-0810  
P026AR G 8-12-09  
P027AR High Ded F 8-12-09

The date and toll-free phone number are variables and have been indicated with brackets.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663 or 402-633-1663. You may also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

## Company and Contact

### Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com  
2600 Dodge Street 402-633-1663 [Phone]  
Omaha, NE 68131 402-633-1096 [FAX]

### Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska  
2600 Dodge Street Group Code: 367 Company Type:  
Omaha, NE 68131 Group Name: State ID Number:  
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$100.00  
Retaliatory? No  
Fee Explanation: \$50 per form 2 forms  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$100.00	07/06/2010	37769096

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<i>Project Name/Number:</i>	<i>PMA3455AR-0810/PMA3455AR-0810</i>		

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Stephanie Fowler	07/16/2010	07/16/2010

<i>SERFF Tracking Number:</i>	<i>PHYS-126702597</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PMA3455AR-0810/PMA3455AR-0810</i>		

## Disposition

Disposition Date: 07/16/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>PHYS-126702597</i>	<i>State:</i>	<i>Arkansas</i>
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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	PMA3455AR-0810	Filed	Yes
<b>Form</b>	PMA3455AA-0810	Filed	Yes

SERFF Tracking Number:	PHYS-126702597	State:	Arkansas
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## Form Schedule

### Lead Form Number: PMA3455AR-0810

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/16/2010	PMA3455A R-0810	Advertising	PMA3455AR-0810	Initial			PMA3455 AR.pdf
Filed 07/16/2010	PMA3455A A-0810	Advertising	PMA3455AA-0810	Initial			PMA3455 AR.pdf

## MEDICARE UPDATE:

# The FREE [2010] MEDICARE INFORMATION VOUCHER

below has been reserved for you.

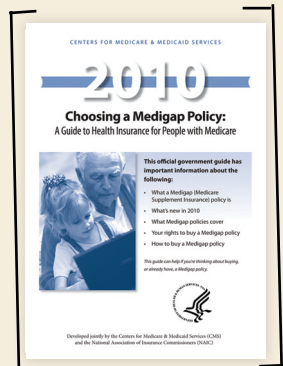
Recent changes to the Medicare program will affect many individuals and may impact you. It's important to stay current and be informed of the latest developments. It's also vital to make sure you have the right Medicare Supplement coverage based upon your needs and current situation. Many individuals may be faced with premium increases this year.

All you need to do to receive your FREE information on updates to [2010] Medicare Supplement options from Physicians Mutual is call us at [1-800-XXX-XXXX] or return the FREE [2010] Medicare Information voucher below. We'll even pay for the postage.

You will also receive the latest edition of the *"Guide to Health Insurance for People with Medicare."* This valuable resource and guide was developed jointly by the Centers for Medicare & Medicaid Services (CMS) and the National Association of Insurance Commissioners.

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P020, P025, P026, P027



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PMA3455AR-0810

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## FREE [2010] MEDICARE INFORMATION VOUCHER

☐ YES! Please provide me with FREE Information regarding [2010] Medicare Supplement options from a Physicians Mutual agent and the *"Guide to Health Insurance for People with Medicare."* **I understand there is no cost or obligation.**

FREE  
Medicare  
Supplement  
Guide

Date of Birth - Month Day Year  
( )

Daytime Phone

Best Time to Call

Email Address (for service and product updates from us)

Name  
Address 1  
Address 2  
City, State ZIP+4

### FOR FASTER SERVICE CALL [1-800-XXX-XXXX]

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[XXX]



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**IMPORTANT TIME SENSITIVE DOCUMENTS**

[2010] MEDICARE INFORMATION UPDATE

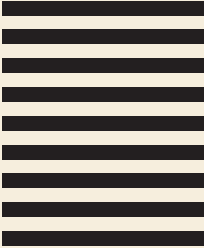
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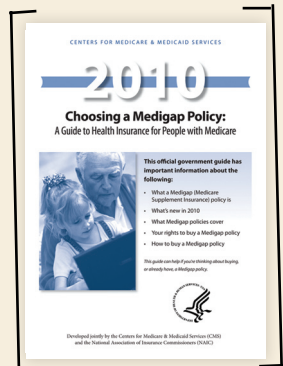
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FREE  
Medicare  
Supplement  
Guide

Date of Birth - Month Day Year  
( )

Daytime Phone

Best Time to Call

Email Address (for service and product updates from us)

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Address 2  
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[XXX]

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**IMPORTANT TIME SENSITIVE DOCUMENTS**

[2010] MEDICARE INFORMATION UPDATE

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